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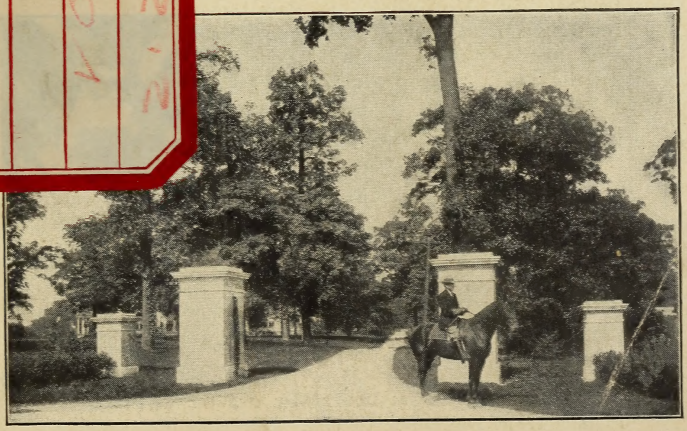
A True Corn Story



Main Entrance to Nursery, Fruit and Seed Farms of 1100 Acres

W. N. SCARFF, New Carlisle, Ohio.

At it 25 Years.

For a quarter of a century we have been pounding away at the same place and at the same job. We have grown some, it is true; and we are proud of our growth. It has never been our policy to boast of our business or success, and we feel that our friends will pardon us at this time for making a plain statement of how we started, and what we have accomplished in 25 years. Twenty years ago we issued our first catalog, and since that date we have come before you annually with catalog and advertisements in agricultural and horticultural papers. Since we have been before the public for a long time people generally think of W. N. Scarff as an old man—far from it, however—47 years marks the correct age, and we hope to continue our business at least another quarter of a century.

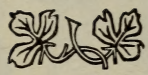
Our start in business was on one acre of rented land. This was planted to small fruits, and gradually the business grew from the small beginning until our present plant has become established, comprising almost eleven hundred acres of the best land that can be found in Ohio. Eight complete sets of farm buildings are conveniently located over this tract of land, with as many more tenant houses for workmen hired by the year. This property has been acquired from year to year as it was needed in our business for growing our immense supply of nursery stock, farm seeds, etc.

How did we acquire this immense body of valuable property? Listen and we will tell you.—**from the rewards of square dealing with our customers.**

There was no other way to acquire it. We are proud of the record, and thank every customer who has in any way assisted in building up this immense plant of ours.

We want you to read carefully our Corn Story. It is true from beginning to end. Our complete catalog will be mailed you later. We hope to number you among our customers.

The Story of 10 Ears of Corn



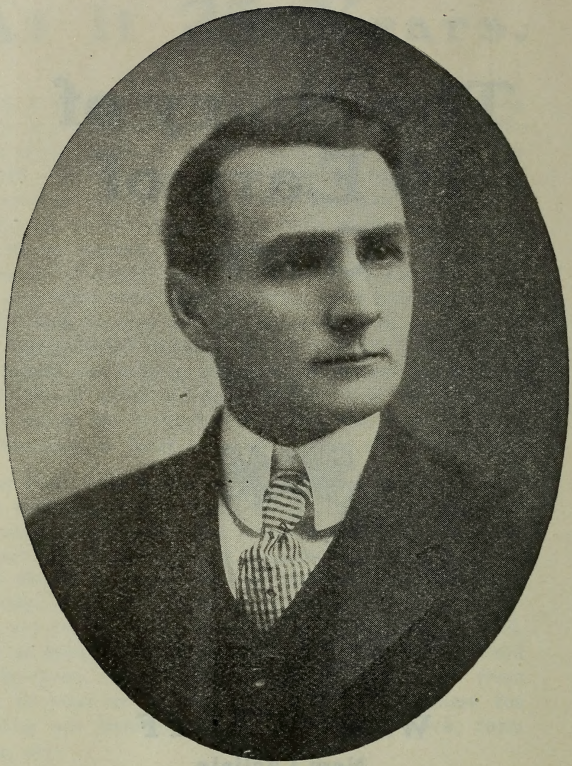
By

W. N. SCARFF

New Carlisle

Ohio

Complete catalog will be mailed you free



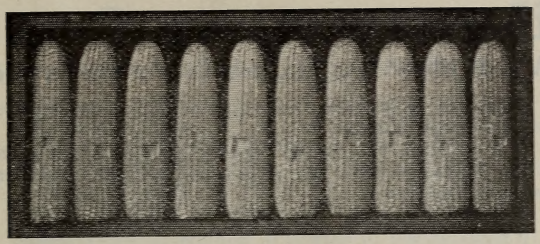
W. N. SCARFF.

TO OUR FRIENDS AND PATRONS.

As the head of the various enterprises grown up under our supervision and direction we wish to thank you for the part you have played in our development. Our enthusiasm and determination to grow the best stock possible, and to furnish at a fair price is equalled only by your desire to procure this class of stock. We have built our entire business upon this foundation and our motto, **"Money back if goods are not satisfactory on receipt,"** means just what it says.

Very respectfully,

W. N. SCARFF.



The 10 ears of Corn for which we Paid

$350.00

The above is an exact reproduction of the prize winners at the National Corn show at Columbus, Ohio, 1911. It was grown near Indianapolis, Ind. by Mr. Clore, and won the following prizes during the season 1910 and 1911.

Indiana Prizes

Sweepstakes for best 10 ears in Section 3.
Sweepstakes for best 10 ears White Corn.
Sweepstakes for best 10 ears Corn any color in state (Indiana) show.

At National Corn Show at Columbus, Ohio, 1911.

Grand Champion Sweepstakes for the best 10 ears Corn of any color in the world.

History of the Corn.

And the culture it received

The prize winning Corn was grown 20 miles south of Indianapolis, Ind.

The variety is Johnson County White. This same strain of Corn has captured four of the National sweepstakes prizes.

We planted it May 16th, 1911.

Weight of the 10 ears 13½ pounds.

Weight of the 10 cobs 1½ pounds.

Net weight of Corn 12 pounds.

Average length of ears 10½ inches.

Each ear had 20 rows of grains.

First cultivation June 1st.

Second cultivation June 10th.

Third cultivation June 19th.

Fourth cultivation June 30th.

Fifth cultivation July 6th.

We used common two-horse cultivator giving shallow culture four times. The fifth cultivation we simply ran through the centers once with Planet Jr. cultivator. Two hoeings early in season to get the weeds from between the hills.

The Corn was drilled. Rows 3 feet 6 inches, and 18 inches apart in the row, one and two grains to each hill.

The 10 ears shelled 11,000 grains. (estimated).

Season extremely dry and hot. No rain from about May 1st to August 1st that was of value to the crop.

The general crop in the community not over half usual yield. Corn ready to cut Sept. 25th. Ready to husk Oct. 15th.

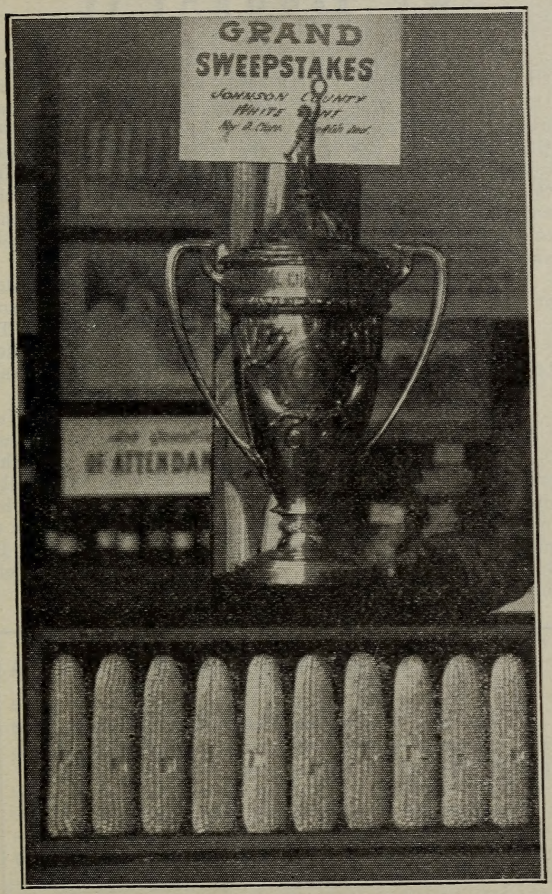
Why we Grow the Best.

We learned early in the game that the very best seed that can be procured or the very best stock to plant is always the cheapest. A few dollars saved on the purchase price usually means heavy loss at harvest or fruiting time, and in some cases is the direct difference between success and failure in an enterprise.

The day of cheap farm seed and nursery stock is almost past. People realize the importance of good seed, and they are willing to pay a little more for it. We have always endeavored to reach the class of customers that wanted the best, and we find they are willing to pay a fair price for same.

Sold to W. N. SCARFF

New Carlisle, Ohio. **PRICE $350.**



This is a photograph showing the Corn at Columbus, Ohio, after receiving the award for the Grand Championship 10 ears of any color. It also shows the silver trophy given Mr. Clore as premium.

Where and When we Bought it.

Visitors at the National Corn Show held at Columbus, Ohio, Jan. 30th—Feb. 11th could not help becoming enthusiastic over the great display of fine Corn from all over the corn growing sections of the United States. Great buildings filled with the most perfect ears of all different varieties of corn and visitors from all parts of the United States thronged the buildings during the entire show, showing clearly the great interest in this the greatest of all crops grown on the farm. Surely one could not deny that "**Corn is King.**"

In direct competition with all this Corn of any color or kind the prize was awarded to 10 Ears of Johnson County White grown by Mr. Clore of Indiana. To grow the best 10 ears of Corn in the world we consider an honor equal to, if not greater than, to hold any office within the gift of the people.

As a visitor to this great Corn Show these Prize winning ears held us spell bound. That desire to possess the best, and to reproduce from it conquered, and the price of $350.00 for the 10 ears was paid as cheerfully and as willingly as ever we paid money for an article, for we felt sure and we have never yet doubted for a moment that we were securing a great bargain. It was well worth the price. A man should be paid well for a good article.

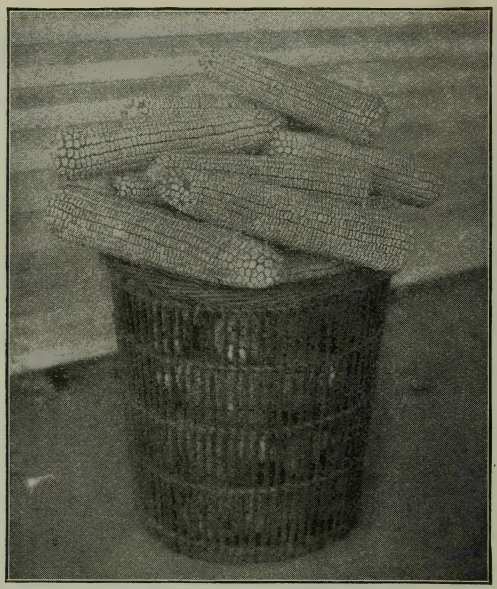
Three Strong Points

To our great satisfaction the crop from the prize ears has thoroughly demonstrated to us that it is an enormous yielder of good merchantable Corn, an important fact in any seed Corn.

The product clearly shows good breeding. It retains in a very large percent of the ears the characteristics of a show Corn. Fully 50% of the entire crop is exhibition Corn.

It has proven beyond doubt in this test that it will mature in the Corn growing sections of the United States.

Plot No. 1 **JOHNSON COUNTY WHITE** yield of 117.1 bushels per acre



A GREAT YIELD.

The yield from the 10 ears of Prize Corn.

After all the one single point of greatest interest and value in corn is the actual yield. It is the number of bushels that counts when you haul to market or put in the feed bins. Who cares how nice an ear of corn is or how nearly it conforms to the score card if it does not have vitality; if it is a low yielding variety; if it will not mature in due season. What the farmers of the country demands is a corn that will make the greatest number of bushels and mature it. The variety that will put the most money in his pocket book when the last load is hauled away or fed. That is what we want. The kind that will wipe out that old mortgage and fix up the old farm. The best place on earth for the boys and girls of this generation, if we can only make them see and believe it.

Plot No. 1. yield per acre.....117.1 bu.
Plot No. 2. yield per acre.....116.5 bu.
Plot No. 3. yield per acre.....110.8 bu.
Plot No. 4. yield per acre..... 91.1 bu.
Plot No. 5.* yield per acre..... 51.8 bu.

*Note—Plat No. 5. was infested with cut worms and only got 50% of a stand.

What we did with it

Our friends, realizing the value of such an exhibit as an advertisement, insisted on our keeping it for that purpose, and hoarding it for show. We admit of the great value of such an exhibit as an advertisement; but we could not help but think of the man whom the Lord entrusted with one talent. For fear of losing it he hid it that it might be safe so that he could return it to the Lord again; or of a miser hoarding his gold and gloating over it. As long as we kept it locked up in its fine case it could not increase in value. Our great desire was to multiply it that it might do good. The next problem was, how to do the greatest good to the greatest number. From 10 ears we could not expect to harvest a crop large enough to supply but few, and the price would naturally have to be very high, and only a few could afford to buy it. After much thought we decided that the product of these 10 ears will be given free of any charge to our customers of Fall 1911 and spring 1912. We can think of no better thing to do, nor no better way of doing it. Every one will in this way have a chance to secure some of the seed, and thus distribute broad cast all over this land the direct product from the best 10 ears of Corn in the world. Friends do you realize what this means to you? Do you appreciate the offer? **We expect our profit from the increase of business. We give you as much for your money as any one and the prize Corn absolutely free. It is a rare bargain for you.**

Other Varieties of Corn

We grow the following good strains of Corn—Gold Standard Leaming, White Cap Yellow Dent, Funck's Yellow Dent, Reid's Yellow Dent, Cash, Golden Surprise, Boone County White, Iowa Silver Mine, Iowa Gold Mine, Sanford Flint, Red Cob Ensilage, Darke County Mammoth, Pride of the North, Early Mastadon, Drought Proof. Sample ear of any variety postpaid 25 cents.

Capacity 12,000 to 15,000 bushels. Perfect ventilation and drying facilities Sold over 11,000 bushels last year

Complete catalog free to you.

SEED CORN HOUSE W. N. Scarff, New Carlisle, Ohio.

How we Cultivated it.

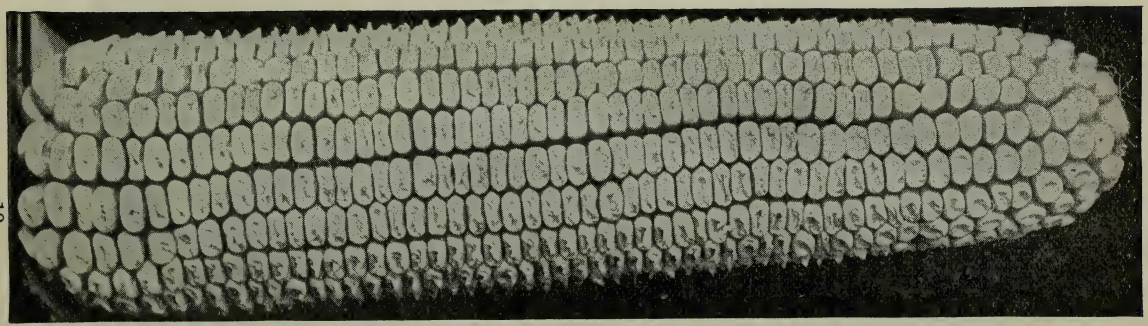
The prize Corn was planted on as many different kinds of soil as we had plots: dry, wet, gravelly, clay, medium, rich and poor soil. You will, of course, surmise that this Corn was given the best of care, fertilized and petted throughout the season. Not so by any means. We do not believe in any stock that must have special attention to thrive. We want stock that is rugged enough to hustle for itself, and with ordinary care such as will be given by the ordinary farmer, to make a crop. We worked on this basis—if our premium Corn could not make a crop under ordinary conditions we did not want it.

You know the homely saying "Do not put all your eggs in one basket." We possessed 10 ears of Corn, the best in the world. They cost us $350.00. Where should we plant it that it would be safe in case of drought, excessive rain, from the attack of cut worms, stock, moles, crows, etc., etc. It was a problem, and a serious one when you come to think of it. We decided to plant it in different blocks that we might be reasonably sure of at least a part of it; and it was well we did. We suffered the worst drought in our history—much Corn in our section dried up without an ear especially on the higher ground which was naturally our best Corn ground. My friends, the prize corn "made good" for us. We can recommend it to you as the best in the land. Read carefully and ponder well the figures, showing yield under the most adverse conditions ever known in this corn belt.

The Yield

(see page 8)

You will notice a great difference in the yield of the different plots, all of which is due to the season as above explained. Plots No. 1, 2 and 3 were planted on black soil, naturally a little wet. Plots No. 4 and 5 were on gravelly loam, and at least 50% of the Corn never germinated in these plots, so dry and hot was the season. Plant No. 5 was also damaged by cut worms. Other varieties on same soil made less than half the yield. To us the results from the premium ears have been simply marvelous.



A fair speciman ear of JOHNSON COUNTY WHITE showing general type and characteristics of the variety.

Our Corn Club.

This prize Corn will be planted by thousands of persons all over the United States, and we would deem it a great favor to have a report from each one stating just how the Corn did and whether or not you are pleased with it. Also state what prizes you won with it at your local, county, state or national Corn show.

Please understand us. We do not expect all to win prizes who plant it; but we do believe that your chance of winning a prize by planting it is much better than any other seed stock you can secure. If you do not have good seed stock to start with you certainly cannot win. If this stock was offered you at an exorbitant price then we would not urge you buying; but on our easy terms we think every one receiving this book or our catalog should take advantage of the offer. You get full value for your money from our catalog. In fact we think better value than any place else. Here on our 1,100 acre farms where expenses are low and practically all our stock grown and handled right on the farm, it is fresh, good, sound and full of life.

Our guarantee— "money back if complaint is made within 10 days after receipt of goods" holds good to every one, anywhere and is absolute security to you.

Join our Corn club, report your success with the prize Corn, and no doubt we can issue a booklet next year telling how it succeeded all over the country. Your report will be valuable. May we not print it along with the others?

Prize Winning Stock.

Every community has its local Corn Show, and untold good is being accomplished by it. An interest is awakened in every one to grow good Corn. It is an honor to grow the best Corn in any community. You can not do it without good seed. This strain of Johnson County White that we offer you has won four of the sweepstakes prizes in the National Corn Show. Think of that. It was not chance this year. The breeding tells. If we offered the Corn at an extravagant price, of course, only a few could buy. You get it free (see 3rd page cover). No firm offers more for the money than we do, and no firm gives more.

Our Catalog

Is brim full of bargains. It is a business proposition, concise and plainly written. We guarantee our stock exactly as represented. If it is not satisfactory on arrival it may be returned to us within ten days, and your money will be refunded. Try our stock. Get your share of the premium Corn, and start with the best Seed Corn in the world. A catalog will be mailed to you without further asking.

"WHITE OAKS," OUR HOME.
THE FRUIT OF GOOD PLANTS.

We Began Growing Fruit on One Acre of Rented Land and Had to Learn the Business from the Ground up. Our experience is Now at your Service and we are Willing to Help You if We Can.

1100 Acres Now

What we do with 1100 Acres

We must necessarily do many things to utilize all the products of this great tract of land, and to keep up proper rotation and fertility; but primarily we grow **Nursery Stock and Farm Seeds.** The following will give you some idea of our plant and the different industries carried on.

Nursery and Small Fruits.

Farm Seeds:

Actual sales 1911; 10,000 bushels Seed Wheat; 11,000 bushels Seed Corn; also large stocks of Oats, Timothy, Potatoes and etc.

General Farm Crops.

Green Houses 64 x 226 feet.

Orchards:

Peach, Plum, Cherry, Apple, Pear; planted 150 Acres.

All Kinds of Truck Farming.

Cattle feeding:

350 heads last season to utilize roughage and grain.

Hog feeding:

700 head last season.

Retail General nursery and Farm Seed Catalog business
Wholesale Small Fruit Plants. Seed Potato Growing.

By studying the above you will readily see that our business is one great machine. All the choice Seed, Nursery stock, etc. are sold direct to our customers. All the inferior Corn, grain, hay, roughage, etc. go to feeding cattle and hogs. This way we keep up the fertility of our farms, as we must buy large quantities of feed beside what we grow. Our stock pens are our fertilizer factories. We make annually 2,000 to 2,500 loads of manure, and bring into use six manure spreaders in the handling of it. A complete Catalog of our stock will be sent free to you in a short time.

Seed Potatoes

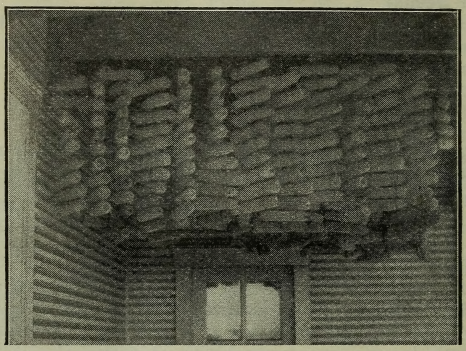
We have a choice lot of Red River, grown Early Ohio, Early Six Weeks, Triumph, Irish Cobbler, etc. suitable for early crop; also choice lot of Seneca Beauty, Piqua Chief, Carman, Bann, Banner, Rural New Yorker, etc. for main crop.

Regenerated Swedish Select Oats, Beardless Barley, Speltz, Alfalfa, Clover, Timothy, Soy Beans, Cow Peas, etc.

Our catalog will be mailed you free.

How to Select Good Seed Corn

We do not think any one can lay down an ironclad rule for selecting Seed Corn. There are many good theories; much depends upon what you are selecting Corn for. If show corn is wanted, of course, it is necessary to select a type conforming to the requirement of the score card. For general utility corn, the corn for the general farmer, we would advise selecting the seed from the standing corn early in



A portion of the crop from the 10 prize ears in process of curing. Note the splendid ears typical of the true type of Johnson County White.

season before severe freezing weather. We would want a medium to large ear, stalk of good normal size, stocky and well set in the ground. The ear should not be too high on the stalk, and hanging downward, showing weight and size. If an early corn is wanted we would select the ears showing early maturity compared with the balance of the crop. We would select several times as much as is really needed. Store in open crates in a good dry place with plenty of ventilation; or it can be suspended from strings or racks. There are many good ways well known to every one for doing this. In spring go over the Corn carefully, and select the ears that most nearly conform to your idea of what you want to grow. After this is done to your entire satisfaction, take from each ear at least six grains, and test for vitality. Many good testing devices can be either made or bought. Number all ears, and discard the ones that do not show strong germination.

Absolutely Free

The entire crop from the prize 10 ears belongs to our customers. Send in your order to-day—we wish you could see this great crop of fine ears. More than 100 bushels of fine Corn (see yield, page 8) from the 10 ears of seed stock. **It is Corn with the best record in the world.**

Your Share of it.

We intend giving this crop to our customers at the rate of 10 grains for each $1.00 purchase from our catalog, 20 grains for $2.00 purchase, etc. You can readily see that you can easily get a good liberal start of this prize winning strain, and grow all the seed you want for next year, beside having a choice lot of prize winning ears yourself to go into your local Corn Show with.

We expect to get our pay by the increased volume of business we get from this liberal offer. It is a mutual benefit. You are able to get a strain of Corn free from us that you could have procured in no other way. **It is the best in the world.** Think of it. Do not let the opportunity slip past you. A catalog will be mailed you very soon. Select any stock from our catalog you need and claim your share of the prize Corn. Do it now.

Money will not buy it.

Many flattering offers have been made for our stock of this Corn, or for a few ears only. We absolutely refuse to sell a single grain. There is only one way to get it. We give as good or better value for your money than any other firm, and give you this Prize Corn free. Our regular Catalog will be mailed you.

Our Exhibit of Nursery Stock and Farm Seeds at Ohio State Fair Columbus, Ohio, September 11, 1911.